

1 of 3

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

JOE HECK D3 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-6A	NEWS	:30	\$200.00	10/22-10/26	5	1	5	\$1,000.00	
		Buyline Comment: NEWS										
	2	M-F	6A-7A	NEWS	:30	\$475.00	10/22-10/26	10	1	10	\$4,750.00	
		Buyline Comment: NEWS										
	3	M-F	7A-9A	NEWS	:30	\$500.00	10/22-10/26	10	1	10	\$5,000.00	
		Buyline Comment: TODAY										
	4	M-F	9A-10A	NEWS	:30	\$225.00	10/22-10/26	5	1	5	\$1,125.00	
		Buyline Comment: TODAY11										
	5	M-F	10A-11A	NEWS	:30	\$175.00	10/22-10/26	5	1	5	\$875.00	
		Buyline Comment: TODAY111										
	6	M-F	12P-1230P	NEWS	:30	\$225.00	10/22-10/26	5	1	5	\$1,125.00	
		Buyline Comment: NEWS										
	7	M-F	3P-4P	PHIL	:30	\$250.00	10/22-10/26	2	1	2	\$500.00	
		Buyline Comment: PHIL										
	8	M-F	5P-630P	NEWS	:30	\$575.00	10/22-10/26	15	1	15	\$8,625.00	
		Buyline Comment: NEWS										
	9	M-F	630P-7P	NEWS	:30	\$795.00	10/22-10/26	5	1	5	\$3,975.00	
		Buyline Comment: JEP										
	10	M-F	7P-730P	WHEEL	:30	\$795.00	10/22-10/26	5	1	5	\$3,975.00	
		Buyline Comment: WHEEL										

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA PLACEMENT Rep Firm () PHILADELPHIA
 Advertiser () JOE HECK 4 CONGRESS 7669 STAGERS LOOP Sales Office () AMY MCCREARY
 Product JOE HECK 4 CONGRESS DELAWARE, OH 43015 Salesperson ()
 Estimate# 2214 Agency C/P1/P2/E //2214 Flight Dates 10/22/2012 - 10/28/2012 Salesperson Phone# 215-568-6540
 Buyer KEGAN BERAN Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-F	730P-8P	FACE	:30	\$450.00	10/22-10/26	5	1	5	\$2,250.00	
		Buyline Comment: FACE										
	12	M-F	11P-1135P	NEWS	:30	\$575.00	10/22-10/26	5	1	5	\$2,875.00	
		Buyline Comment: NEWS										
	13	M-F	1135P-1235A	LENO	:30	\$275.00	10/22-10/26	3	1	3	\$825.00	
		Buyline Comment: LENO										
	14	SA-SU	11P-1135P	NEWS	:30	\$525.00	10/27-10/28	2	1	2	\$1,050.00	
		Buyline Comment: NEWS										
	15	SA	6A-7A	NEWS	:30	\$200.00	10/27-10/27	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	16	SA	7A-9A	SAT TODAY	:30	\$325.00	10/27-10/27	1	1	1	\$325.00	
		Buyline Comment: SAT TODAY										
	17	SU	7A-8A	SUN TODAY	:30	\$250.00	10/28-10/28	1	1	1	\$250.00	
		Buyline Comment: SUN TODAY										
	18	SU	8A-9A	MTP	:30	\$650.00	10/28-10/28	1	1	1	\$650.00	
		Buyline Comment: MTP										
	19	SA	5P-630P	NEWS	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
		Buyline Comment: NEWS										

---REPORT TOTALS---
 Report Totals: 87 / \$39,725.00

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () JOE HECK 4 CONGRESS
 Product JOE HECK 4 CONGRESS
 Estimate# 2214
 Buyer KEGAN BERAN
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2214
 Flight Dates 10/22/2012 - 10/28/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
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 Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Oct 12: 87 / \$39,725.00
 Sales Totals: 87 / \$39,725.00
 Station Totals: 87 / \$39,725.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,365	CATV 0%	KBLR 0%	KINC 0%	KLAS 27%	KSNV 37%
		KTNV 20%	KTUD 0%	KVCW 0%	KVMY 0%	KVVU 16%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE